

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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A close-up photograph of a man with a mustache, wearing a light-colored cowboy hat and a white fur-trimmed coat. He is looking down and smoking a cigarette. The Marlboro logo is visible in the upper left corner of the image. The word "Marlboro" is printed in large, white, serif font across the top of the image.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

10 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.

